Amendments to the Specification:

Please amend the Specification as follows:

On page 7, after line 21, please add the following paragraph:

"FIG. 5 is a flow chart depicting the steps in a target pricing method in accordance with embodiments of the present invention."

On page 25, please delete the two line graphs at the bottom of the page. Also please amend the seventh full paragraph starting at line 14 as follows:

"With respect to the preferred method of statistical regression:

$$\text{Win Pr obability} = \frac{1}{1 + e^{[-\alpha - \gamma \times \text{price}]}}$$

α represents the sum of price-independent coefficients. Note that [[in the diagram below,]] as α [[↑]] <u>increases</u>, the curve <u>representing the relationship between win probability and price</u> shifts right, [[( )] signifying increased brand preference[[ ]]]. γ, on the other hand, sums the effects of a change in price. Hence, [[in the diagram below]] as γ [[↑]] <u>increases</u>, the curve <u>representing the relationship between win probability and price</u> becomes steeper, <u>reflecting a change in price sensitivity</u>."

On page 41, before first full paragraph stating at the after line 21, please add the following paragraph:

"FIG. 5 is a flow chart depicting the steps in a target pricing method in accordance with embodiments of the present invention."